

An advertising agency is interested in knowing the effectiveness of its campaign for Fiesta Foods, Inc., this year. The change in sales since the campaign began may show the effectiveness of the campaign. The annual sales amount for the year before the new campaign was started is shown on this number line.



1. What is the dollar amount of last year's sales?
2. Lower annual sales this year than last year may show that the advertising campaign is not very effective. Name an amount less than last year's sales.
3. Name an amount greater than last year's sales.
4. In Question 2, could you have named other lesser amounts? How many others? Where are the points corresponding to these amounts located on the number line above?
5. In Question 3, could you have named other greater amounts? How many others? Where are the points corresponding to these amounts located on the number line above?
6. Can you name an amount that is not less than, not greater than, and not equal to last year's sales?

Answer Key

1. The amount of last year's sales is \$1,000,000.
2. An amount less than last year's sales is \$500,000.
3. An amount greater than last year's sales is \$2,000,000.
4. Yes, we could name infinite other lesser amounts. These points are located left of the last year's sales.
5. Yes, we could name infinite other greater amounts. These points are located right of the last year's sales.
6. No, we cannot. Each value is either less than or greater than or equal to last year's sales.